Web 2.0 for Entrepreneurs

- ➤ What is Web 2.0
- ➤ Goals-Why am I doing this?
- ➤ Communication
- ➤ Social Software
- ➤ User Created Content
- ➤ Tags
- ➤ Virtual Worlds
- ➤ Google
- ➤ Putting it ALL together

Web 2.0

- Participatory Web-no longer one way
- User created content
- People criticize/complement company
- Youtube/Flickr with your products
- You have ability to put more on web (i.e. videos) for possible customers to see

Goals

- Connect with your customers in new, efficient ways

- Communicate with your customers

- Display your wares, locations, people

Communication I

- Web 1.0-E-mail...SPAM
- Web 2.0: Blogs: Web page designed strictly for communication... subscribe
- Allows YOU to directly communicate to potential customers
- Also allows others to talk to you (via comments) and talk about you
- GM blogs

Communication II: Wiki

- "What I Know Is"
- A group of people are smarter than one person
- Wikipedia
- Communicate within business
- Create catalog-allows user input

Social Software

- Sites that depend upon user connections/networks to succeed/grow

- Concept of "Friends"

- "Profile" might include:
  - Web page
  - Blog
  - Videos
  - Pictures

Social Software II

- Myspace.com current "in" thing among teens
- Other sites include: facebook
- Free means to advertise to an audience that you might otherwise reach
- KEY: developing a profile that potential customers visit.

Social Software III

- Free software exists so **you** can create your own "Myspace"

- Ning.com

- Works best for niche market

- Loyal customers-understand that allows free content; good and bad comments

User Created Content

- Sites that allow users to upload, for free, data on the web
- www.Flickr.com: photos
- http://youtube.com/watch?v=hgUjbJOzNfM: videos

Embedding

- KEY: advertising but the pictures/videos have to be fun and not obviously advertising (Doritos Super Bowl ad)

Tags

- Goal of "tagging" is to label your photos/videos/blogs in such a way that people searching at random, find them

- Tags: Created by user-driven by common sense

Virtual worlds

- Second Life
- http://infoisland.org/

Google

GOOGLE

iGoogle: home page

Blogger/blogspot: communication

Picassa: photos

Youtube: video

Maps: can "embed" photos, video

Apps: Registering gives you more greater freedom to make Google apps unique (more access to HTML)

Putting it all Together

- http://www.abigailsteendiary.com/

- Comedian-plot is teenage girl looks/sounds like middle aged man

- Web site-name

- Social Networking-including Ning.com

- Itunes